Common angles for getting press

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Finding a unique angle

- Reporters are always on the lookout for topics that are relevant to their audience and timely (they're interesting right now)
- A lot of times you will be competing with other people pitching the same idea to the same reporter
- What you can do to stand out is give them a unique angle for your idea. Common angles:

- **#1 "I'm special and unique"**
  - look for just one way in which your product/business is unique
  - maybe there is something unique in how you got to where you are today
- **#2 Tie your product/business into a trending topic**
- **#3 The opposing position**
  - think about what you do differently than other businesses
- **#4 Consider a tactic you use and what would happen if everyone else adopted it**
- **#5 Identify a global trend, apply it to your business, and offer the story as a lesson**